

Philadelphia, October 7th. 1887.

Hon. Daniel M. Fox,

Superintendent U. S. Mint,

Philadelphia,

Dear Sir:-

I learned this afternoon that some one or more of the guides had complained to you about my raising the price of my Mint Book. This I assure you has not been done; neither do I contemplate making any change in the prices at present.

On or about the 23rd. ult., I handed to each one of the six guides a notice of which the following is a copy:

"On and after October 1st., 1887, the premium copies will be reduced from eight to four copies with each one hundred books delivered. In justice to myself and parties with whom I have business relations, I am compelled to adopt this as a rule until further notice."

The ushers or guides at the Mint have always had a discount of 50% off on the retail price of my book since its publication, which is an unusually large one on copy-right books. The largest discount that I make to the book-trade is 40% off. The give-away copies called by the ushers "premiums" was started by Mr. A. M. Smith, my competitor, who first gave four copies extra with each one hundred books delivered. I gave the same. He increased these copies to eight with each one hundred books. I submitted, under protest, to that imposition, as the guides seemed



determined to sell the books, on which they could make the most money, with but little regard to the merits of the books sold.

During the five years previous to your administration, my former competitor, A. M. Smith, had the field all to himself, and furnished a small pamphlet in large quantities purporting to be a "History of the Philadelphia Mint", on which he made a profit over and above cost of four hundred per cent. This pamphlet was sold at the Mint to visitors at 40 cts. per copy, and supplied to the guides at 28 cts. per copy, the discount being 30% off retail prices, (or 12 cts. per copy margin or profit to the guides.) Without any trouble or investment on their part, the guides now are and have been making four times as much money as the publisher, and yet they are not satisfied.

When I commenced gathering material for my book in the Fall of 1884, I fully expected that I should not be required to give a discount to the guides of more than 40% off from retail prices, and should not have done so had it not been for the competition that I was compelled to submit to. When Mr. Smith learned that my book was in course of publication, he immediately reduced the retail price of his pamphlet from 40 to 25 cts., and lowered his price to the guides from 28 cts. to 12½ cts.

Soon after the publication of my book (the Fall of 1885) Mr. Smith issued another book uniform in size with mine, but not in number of pages, illustrations or merit. This book he first offered at 50% discount, and, not meeting with success in selling



to the guides, he offered them what I have always considered to be in the nature of a bribe, i.e., giving them eight extra copies with each one hundred delivered. In order to have my book sold at the Mint, I have been compelled to compete with an inferior book on humiliating terms.

Thanks to your kindness and correct judgement, I have been relieved of this unjust competition,

It is my purpose to improve the book from time to time. A second revision is now being made. New matter and new tables of monetary statistics of the last two fiscal years, besides one or more new steel plates will appear in my next edition.

Begging your kind indulgence for inflicting so long a letter on you, I will say that I was prompted to do so by two reasons. One is that an unjust complaint has been made to you in relation to the terms of my dealings with the guides; the other reason is that I desire that you may have some writing to refer to in case your attention is again called to this subject. In relation to the dissatisfaction among the guides of the Mint, it is but just to say that three of them have expressed themselves as being entirely satisfied with the new terms on which my books are to be furnished in future, namely, a discount of 50% off from retail prices with four extra copies to be donated with each one hundred books sold.

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publisher and book-seller, and I assure you that giving extra copies to purchasers is entirely foreign to the book-trade, and that in all my past experience, I have never known a standard copy-right book to be sold on more liberal terms than I have made with the guides or ushers of the U. S. Mint.

Very respectfully,

Your ob't. servant,

*Geo. G. Evans*



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Your ob't. servant,  
Geo. G. Eevant